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Application No.: 09/479,918
Amendment dated October 21, 2009
Reply to Office Action of April 21, 2009

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1-16. (Canceled)

17. (Currently Amended) A system producing a printed product in response to changes in a corporate sales management system, the system comprising:

a first computer having a computer-implemented database monitoring unit-function that monitors a database, the database being located at a corporate facility, wherein the database monitoring unit-function detects changes to the corporate sales management system and, in response thereto, generates event data comprising information that describes the sales management event; and

a print processing facility, located at a geographic location different from the corporate location-facility and coupled to the database monitoring unit-function over a network, wherein the print processing facility receives the event data, compares the event data to one or more predefined event rules that determine whether one of that the printed product should be produced and that the printed product should not be produced and, in response to a positive determination that the printed product should be produced, automatically generates a print order for the printed product using information extracted from the event data.

18. (Original) The system of claim 17, wherein the print order comprises a procurement request that requires further approval by a corporate employee before the printed product is produced.

19. (Original) The system of claim 17, wherein the procurement request is approved in a procurement system located at the corporate facility, and wherein the print processing facility transmits the procurement request to the procurement system for approval by the corporate employee.